



ALAMEDA RECREATION AND PARK DEPARTMENT  
2226 Santa Clara Avenue, Alameda, CA 94501 · (510) 747-7529

# **ALAMEDA THEATRE** **COMMUNITY USE POLICY**

## **GUIDING POLICIES:**

All events for the community use days of the historic Theatre shall demonstrate adherence to the following guiding policies:

1. **Organization.** Community use days must be used for events presented by the City of Alameda, other local government agencies, school districts, and existing nonprofit organizations located in the City of Alameda and serving the Alameda community, with first priority given to City sponsored events and second priority to events sponsored by other local government agencies and school districts.
2. **Purpose.** Community use days must be used for events that serve the community, educational and cultural interests of the local Alameda population.
3. **Accessibility.** Community use days must be used for events that are free to the general public or for events that raise funds for causes that serve the community, educational and cultural interest of the local Alameda population.
4. **Use of Space.** Community use days must be used for events that will attract sufficient interest from the community to maximize use of the auditorium in the Alameda Theatre.

## **USE POLICIES:**

The privately operated Alameda Theatre located at 2317 Central Avenue may be used by the local community 12 calendar days a year free of rental charge for events that appeal to the community, educational and cultural interests of Alameda's general public and maximize the community's exposure to this exceptional restored historical asset.

## **AVAILABILITY**

1. The Theatre may be reserved Sunday through Saturday, 9:00 a.m. to 12:00 midnight, excluding City holidays, for no longer than six (6) consecutive hours inclusive of set up and clean-up time, with the exception of nonprofits that may only reserve the Theatre between Sunday and Thursday.
2. The movie operator reserves the right to reject any given date, provided that they offer at least two alternative dates, each of which shall be within 15 days of the originally proposed dates. There is no guarantee that the reservation of any Friday, Saturday, or Sunday night will be granted.
3. A two-hour minimum is required. Set-up and clean-up time will be included in the total number of permitted hours of the event.

## **ALAMEDA THEATRE COMMUNITY USE POLICY (continued)**

### **PERMIT PROCESS**

1. Permit applications will be accepted twice a year by April 1st and October 1st for an event no less than sixty (60) working days and no more than one (1) year from the April 1st and October 1st dates, not to exceed 12 community use days within a calendar year.
2. All requests will be reviewed by Alameda Recreation and Park Department staff and ranked by their adherence to the above stated guiding policies. First priority will be given to events sponsored by the City and second priority to other local government agencies and school districts. Last priority will be given to local nonprofit organizations. If there is a tie among rankings or a conflict with an applicant, the Recreation and Park Commission will review the requests in question at their April and October meetings and make the final determination.
3. All requests must be made in person at the Recreation and Park Department, 2226 Santa Clara Avenue, Alameda, during regular business hours.
4. No nonprofit organization will be allowed to reserve more than one community use day in any given calendar year.
5. Reservations will only be granted to adults 21 years and over.

### **FEES AND DEPOSITS**

1. A cost recovery fee of \$40 per hour will be charged to pay for an assigned staff person that will arrive 15 minutes before the permit time and will be in charge of the facility during the entire permit time. Staff will assist the rental group in set up and clean up. Groups will not be admitted earlier than the starting time of the permit.
2. The cost recovery fees must be paid in full three weeks prior to your event. Cash, company check (payable to Alameda Entertainment Associates), cashier's check and money order are acceptable.
3. User will be responsible for the cost of any additional theatre staff, if requested, including the cost of Police and Fire protection, equipment operators, stagehands, ushers, box office staff, ticket takers, electricians, A/V operators, managers, projectionists, concession staff and sound and spotlight operators. Users will also be responsible for the cost associated with using specialized equipment, if requested, including, but not limited to, projectors, A/V equipment, spotlights, phone lines, phones, tables and additional chairs.
4. A Security Deposit of \$500 is required at the time of booking. In addition, a non-refundable \$25 administrative fee made payable to ARPD is due; and an additional Security Deposit of \$2,000 is required three (3) weeks prior to the event date. These deposits are waived for City-sponsored events.
5. Cancellations must be made three (3) weeks prior to the event date to receive a refund of your deposit, excluding the processing fee. There are no refunds within three (3) weeks of the event date.

## **ALAMEDA THEATRE COMMUNITY USE POLICY (continued)**

6. A cleaning fee will be charged depending on the size of the event and the inclusion of food and beverages as part of the event. See attached fee schedule.
7. The event sponsor is expected to return the Theatre to its pre-use condition in order to receive a refund. The event sponsor must agree to take full responsibility for the behavior exhibited by his/her guests. If staff deems a situation uncontrollable and must call for police intervention, the total deposit will be automatically forfeited and the event canceled.
8. Fees will not be refunded for reserved time not used. Fees are based on an hourly basis; there is no ration of rates for half hour used.

## **FACILITY REQUIREMENTS**

1. Community use events must use the Theatre's main auditorium and lobby restrooms and are allowed to use the Theatre's lobby mezzanine and auditorium balcony areas upon request.
2. Events are prohibited from actively using the following areas for uses other than circulation:
  - The Theatre's lower lobby and concessions areas with the exception of the restrooms;
  - The Theatre's projection room; and
  - The Cineplex with the exception of the disabled first-floor restroom, second-floor drinking fountains and the accessible path of travel to the Theatre's mezzanine and balcony levels via the elevator.
3. A set up diagram must be submitted seven (7) days prior to the event for approval by ARPD and the Theatre operator.
4. A minimum attendance of 400 people is required for use of the Theatre. Maximum attendance is 750 people for the combined use of the Theatre's main auditorium, auditorium balcony, and lobby mezzanine areas.
5. If disabled access to the stage is required, the applicant will be required to rent a wheelchair lift for the event.
6. Decorations, glitter, confetti, smoke or fog machines, candles and other open flames are prohibited.
7. Food may be served in the main auditorium, balcony, and lobby mezzanine area by an insured professional caterer selected from the approved catering list. Food may not be cooked in the building, but can be heated or warmed in outside equipment brought on-site by the caterer. This equipment must be placed in the unfinished room on the east side of the lobby mezzanine. The contract agreement with the caterer must be signed and returned seven working days before your event. Proof of insurance naming the Community Improvement Commission of the City of Alameda and Alameda Entertainment Associates as additional insured must also be provided.

**ALAMEDA THEATRE COMMUNITY USE POLICY (continued)**

8. Alcohol may be served providing certain insurance guidelines are met and proof of the appropriate liquor license provided. Check with Department representative for details. Consumption of alcoholic beverages is restricted to the lobby mezzanine and auditorium balcony areas only.
9. Smoking is not allowed in or within 50 feet of the building.
10. Advertising or selling of any product or service is prohibited.
11. Music is confined to inside the Theatre auditorium and must not exceed noise levels as specified in City Ordinance No. 2177.
12. Functions involving minors must provide a minimum of one chaperone (21 years and older) per 10 minors.
13. Certain events may require that the applicant provide on-site security.
14. Film presentations must be pre-approved by the movie operator and compatible with the theatre's technical requirements and Film Rating policies.
15. The City of Alameda, the Alameda Recreation and Park Department, and Alameda Entertainment Associates assume no legal responsibility for personal injuries, thefts or losses of private property while on or using City facilities. Each organization and group should provide their own personal liability and property insurance where injuries, thefts, losses, or damage might occur, including liability insurance coverage of at least \$1,000,000 per injury and \$1,000,000 per occurrence. Proof of insurance naming the Community Improvement Commission of the City of Alameda, Alameda Theatre & Cineplex, and Alameda Entertainment Associates as additional insured must also be provided.